



Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street SW
Washington, D.C. 20554
United States

28 July 2011

Dear Ms Dortch,

Comment Deadlines Established Regarding the LightSquared Technical Working Group Report, IB Docket No. 11-109

MEF is the global community for mobile content and commerce. For the past 11 years, MEF has been a leading trade body working with our member companies to engage more effectively with consumers and monetize various goods, services and digital products via the mobile connected device.

The MEF membership represents the entire global content and commerce value chain and encompasses both small companies and large multinationals from across the mobile sphere. Our members are experts in their fields and are driven by the desire to create and innovate within the mobile channel and mobile devices.

MEF believes that an open internet, which the FCC is focused on delivering across the U.S. to all citizens, will lead to increased mobile content and increased mobile consumption. MEF, therefore, supports any positive developments which seek to deliver an affordable, effective and viable broadband wireless network which will continue to open up the mobile channel to all consumers in the U.S., driving opportunities for new audiences and industry growth. This approach is pro-industry, pro-consumer and, importantly, pro-content.

MEF works to promote new channels and competition within the industry which will continue to drive innovation that will lead to richer content models in new market sectors. MEF is committed to growing mobile content and commerce opportunities in North America. We continue to work to promote new business innovation and business models. MEF recently conducted a Global Mobile Consumer Survey across nine countries, including the U.S. Some key findings from the U.S. survey respondents demonstrate clear consumer engagement on mobile and with the mobile Internet:

- 73% of respondents in the U.S. are accessing the mobile web daily and 36% state that they are accessing the fixed Internet less than they were 18 months ago
- Consumers are willing use their mobile phone to make high value transactions for digital or physical goods with 22% willing to spend between \$1-\$15 when making a digital or physical purchase on their mobile with 4% stating that they would be prepared to spend over \$300 – this rises to 26% and 5% respectively of those respondents who have previously used their mobile to make a purchase
- 44% of respondents from the U.S. have bought an item on the mobile web
- Consumers are already using their mobile phone for banking and finance functions such as checking their balance (23%), applying for credit (9%) and paying bills (22%)

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MEF's research demonstrates that there is an appetite for consumers to use their mobile to make use of these new, faster channels to consume rich, innovative digital content and transact with virtual and physical goods and services. Consumers will continue to use these new channels to grow and foster a vibrant economy.

Please do not hesitate to contact us directly with any further questions or if you need further information.

Yours sincerely,



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About MEF

MEF is the global community for mobile content and commerce. It is the leading trade body for companies wishing to engage consumers and monetize their goods, services and digital products via the mobile connected device. MEF provides competitive advantage to its diverse membership, shapes industry growth, connects thought leaders and spearheads groundbreaking initiatives which explore and promote monetization opportunities.

With global headquarters in London and operational chapters and offices in Asia, EMEA, Latin America, Middle East and North America, MEF is a member network with global reach and strong local representation, ideally placed to drive market growth. Established in 2000, MEF provides an impartial, consistent and powerful voice for the foremost companies and entrepreneurs from across the mobile content and commerce value chain. For further information and a full list of members please visit: www.mefmobile.org

About the MEF Global Consumer Survey

MEF recently commissioned a global consumer survey in which a total of 8,530 consumers in nine countries were asked about their mobile content and commerce habits during June 2011. This research was carried out by OnDevice Research. The countries covered in the survey were, Brazil, Egypt, India, Indonesia, Qatar, Singapore, South Africa, UK and U.S. The global survey findings will be set out in a MEF Member report which will be available later this year.

The extracts from the MEF Global Consumer Survey which are included in this submission have been made in confidence pending the publication of the full report which will be available later this year.